CN
CARTOON NETWORK.

COPA TOON

STYLE GUIDE

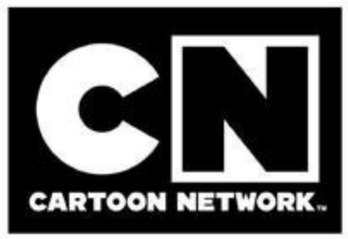
GUIDE CONTENT

* LOGO OFFICIAL / B&W VERSIONS
* LOGO W TEXTURES / OVER TEXTURES
* COLOR PALETTE
* TYPOGRAPHY
* ICONS
* TEXTURES
* GRAPHIC SHAPES
* BACKGROUNDS
* CHARACTER ART
* DESIGN SAMPLES - OFF-AIR / ON-AIR

COPATOON
Index

COPATOON LOGO
Official version

COPATOON LOGO
Black & white version



CARTOON LOGO

Use over dark background / light background

COPATOON LOGO

W textures

COPATOON LOGO

Over textures

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CARTOON LOGO

Over textures

COLOR PALETTE PMS

PMS 5395 | PMS 3025 | PMS 321 | PMS 139 | PMS 420

COLOR PALETTE CMYK / RGB

C95 R10 M81 G33 Y48 B57 K57	C92 R17 M56 G92 Y38 B117 K17	C83 R18 M28 G139 Y41 B146 K3	C23 R193 M42 G144 Y100 B44 K3	C0 R220 M0 G221 Y0 B222 K15

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COLOR PALETTE

HEADLINE COPY

CN BOLD
ABCDEFGHAYJKLMNOPQRSTUVWXYZ
0123456789

BODY COPY

Gotham Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghayjklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

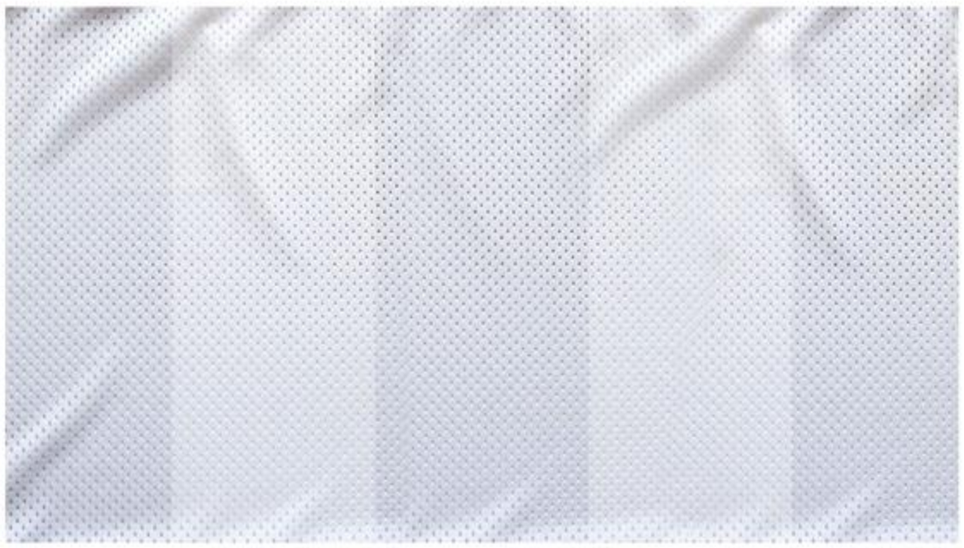
Sport Fabric white, light blue, blue and dark blue.

Fabric yelow

Ground

Grass white, light green and dark green.

TEXTURES



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BACKGROUNDS

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BACKGROUNDS

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BACKGROUNDS

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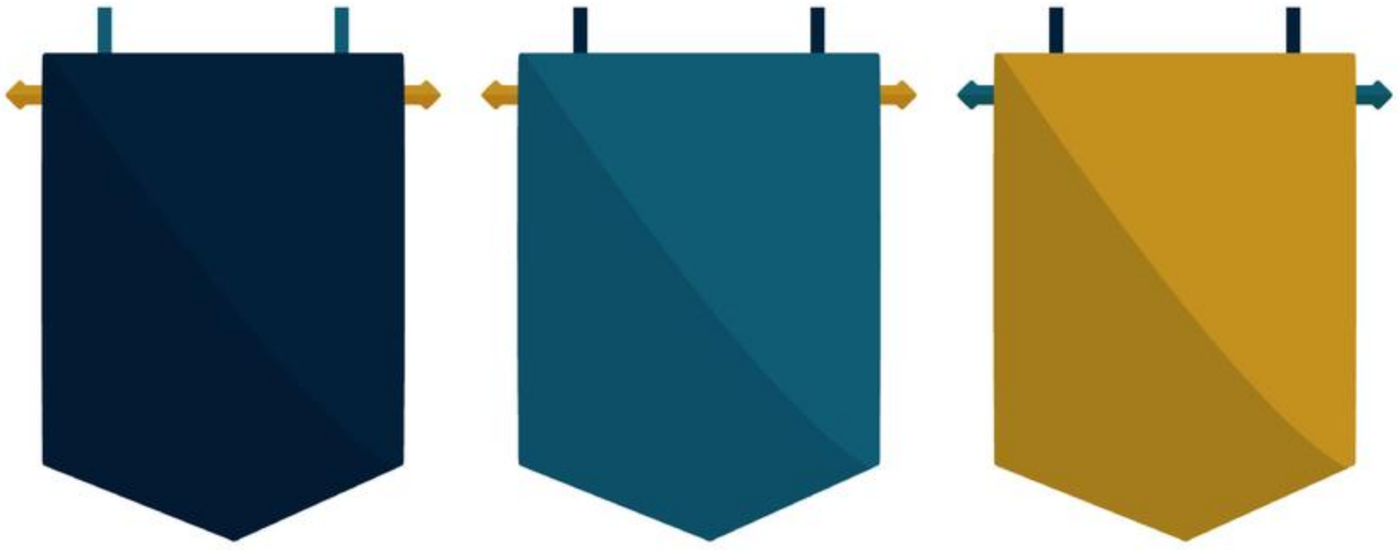
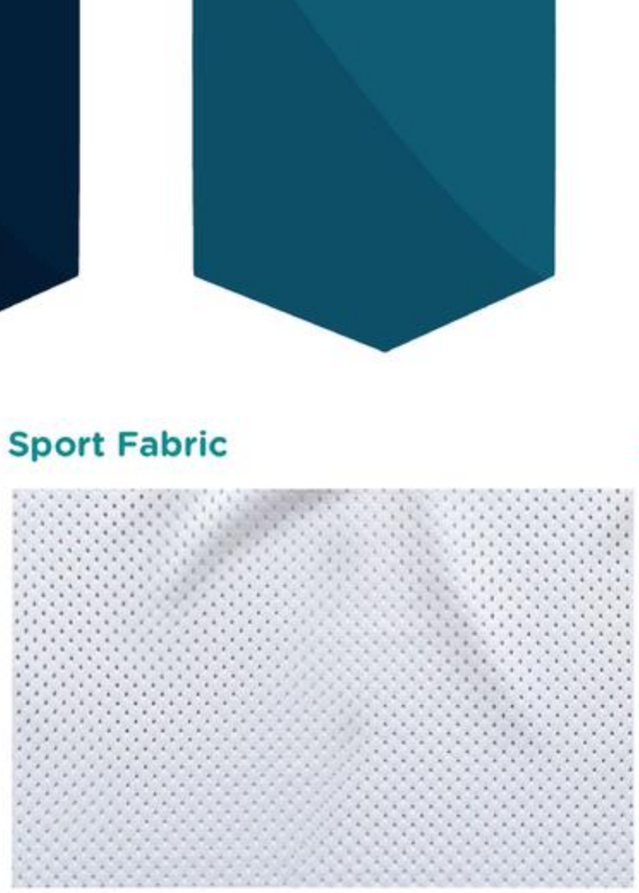
BACKGROUNDS

Pendant



Sport Fabric



Sport Fabric Angle 20º CW

Sport Fabric Angle 20º CCW

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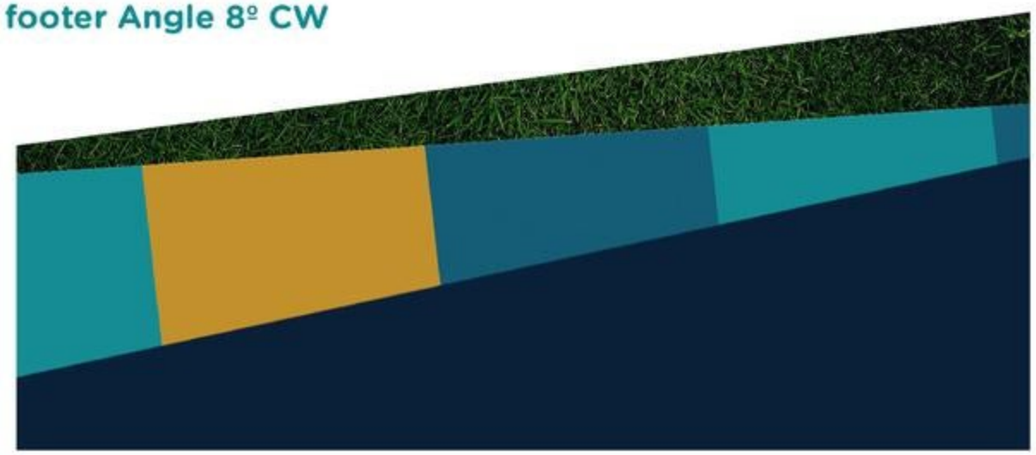
GRAPHIC SHAPES

Off air

footer Angle 4º CW

footer Angle 4º CW

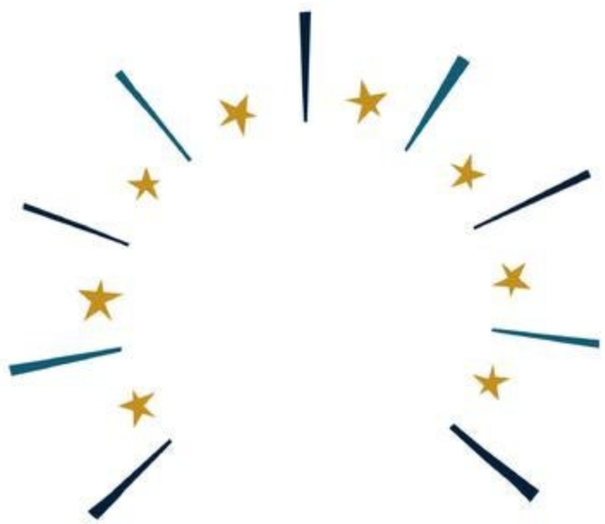
footer Angle 8º CW

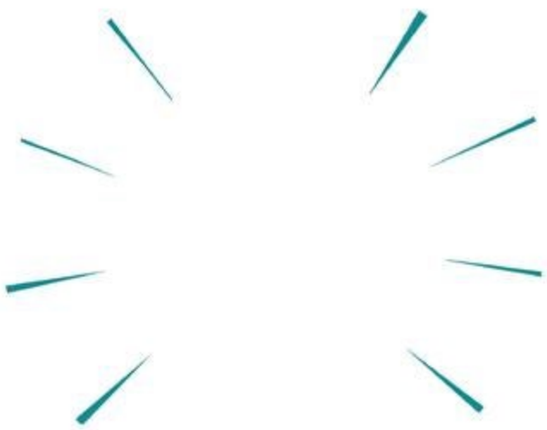


footer Angle 8º CW

GRAPHIC SHAPES

Off air





GRAPHIC SHAPES

Miscellaneous

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ICONS

Back

Front

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DESIGN SAMPLES

Pocket folder exterior

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DESIGN SAMPLES

Informational poster

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DESIGN SAMPLES

Art poster

00/00/00 Horario de inicio:
Lugar / Dirección completa

CRONOGRAMA

HORARIO CANCHA | CATEGORIA | CATEGORIA

COMO DEBO IR PREPARADO

PREMIACIÓN

FIXTURE

DONDE EL EVENTO?

COMO LLEGAR?
MEDIOS DE TRASNPORTE

FIXTURE FEMENINO

FIXTURE MASCULINO

DESIGN SAMPLES
Marketing brochure

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DESIGN SAMPLES

Event banners

DESIGN SAMPLES

Event backdrop

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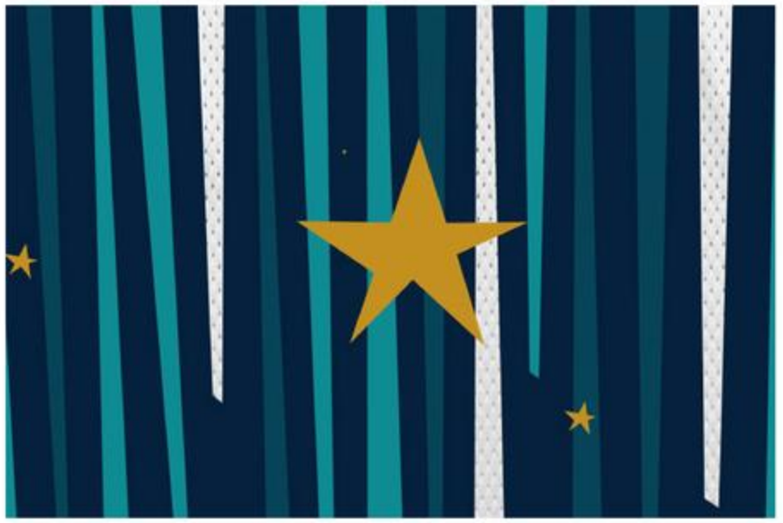
DESIGN SAMPLES

Staff jerset



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DESIGN SAMPLES

On-air E bumper

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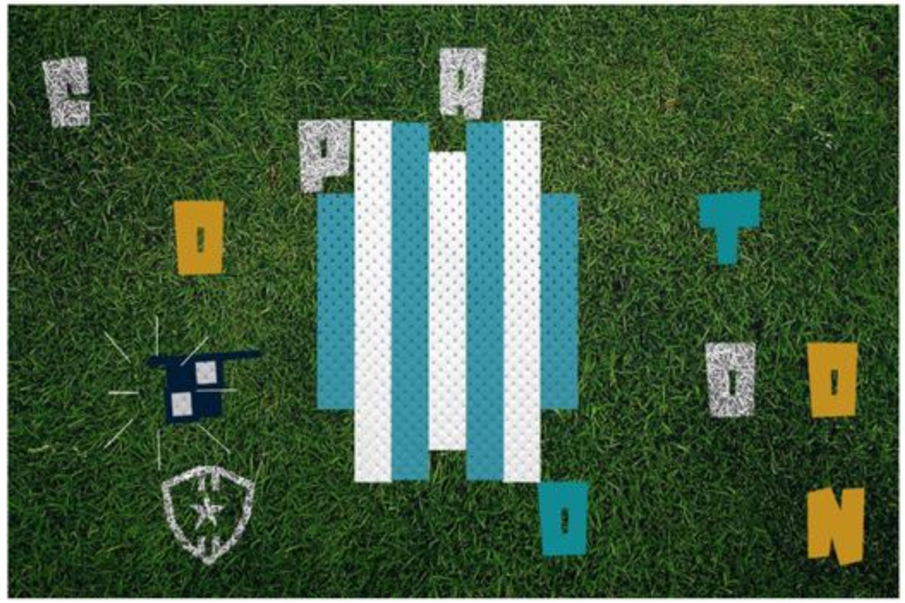
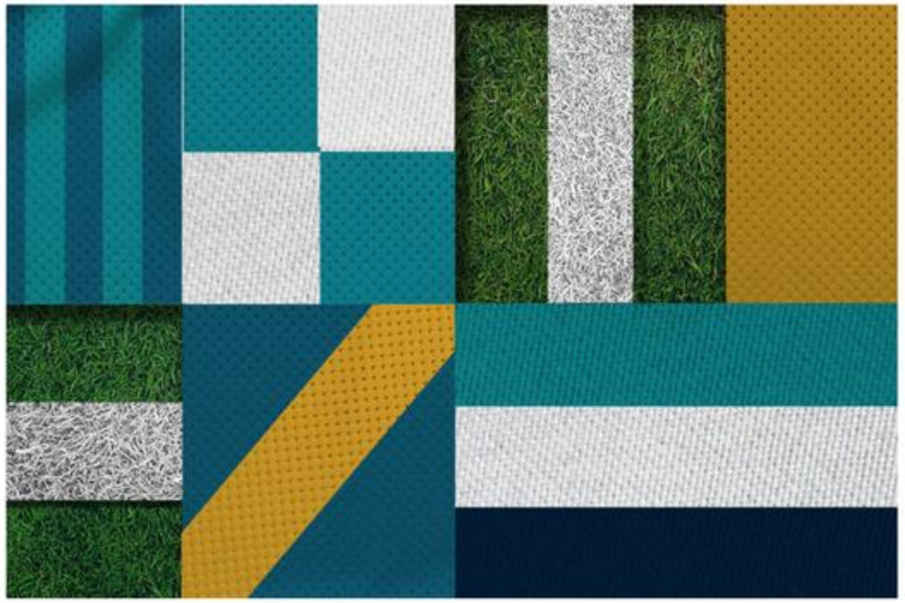
DESIGN SAMPLES

On-air End page





DESIGN SAMPLES

On-air ID

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DESIGN SAMPLES

On-air Next

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CHARACTER ART

Toonix team

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CHARACTER ART

Toonix team

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CHARACTER ART

Toonix team

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CHARACTER ART

Adventuretime & Regular show

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CHARACTER ART

Ben 10 & Gumball

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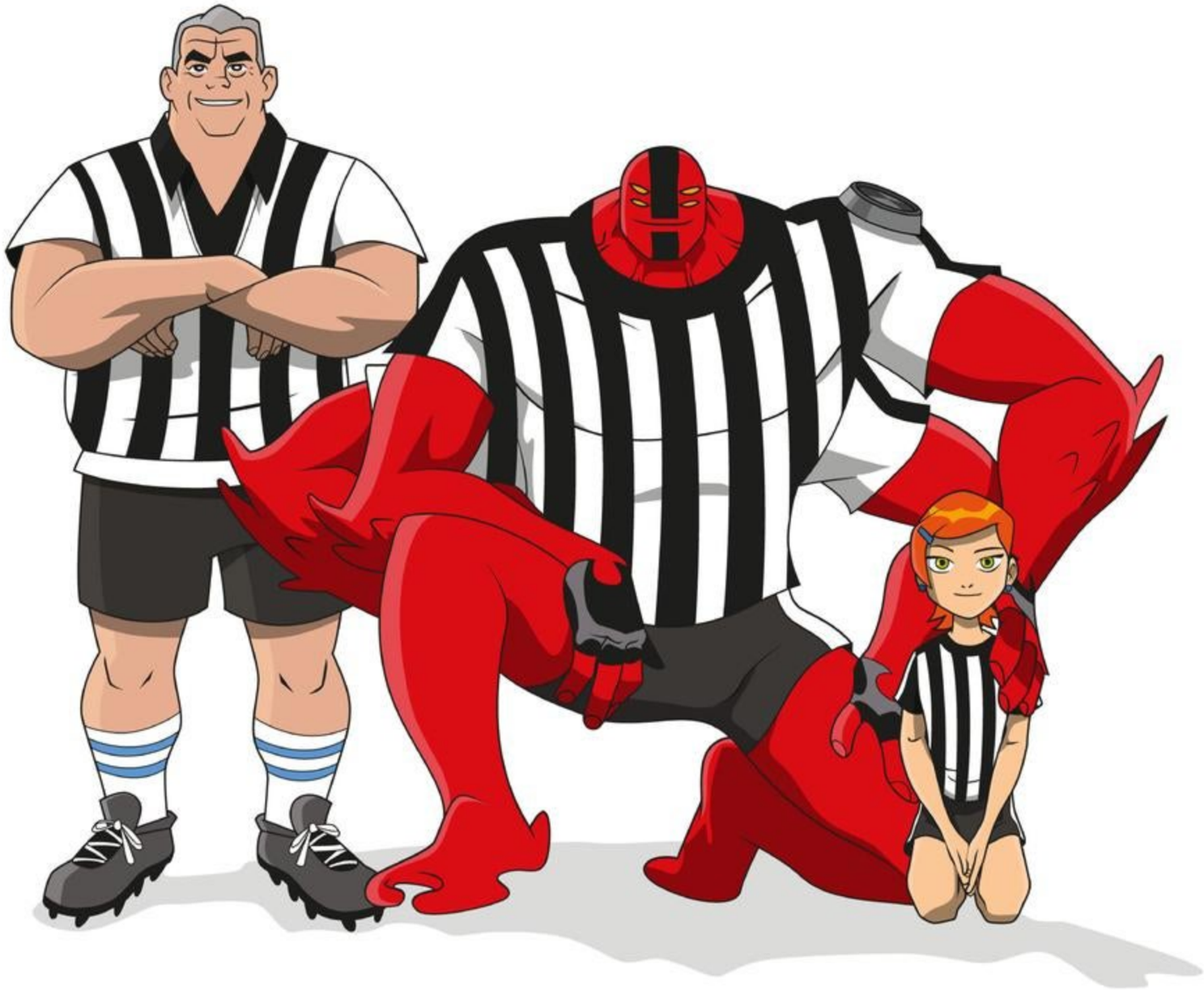
CHARACTER ART

Adventuretime & Gumball

COPA TOON

CHARACTER ART

Ben 10 & Gumball



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TOONIX ART

Ben 10

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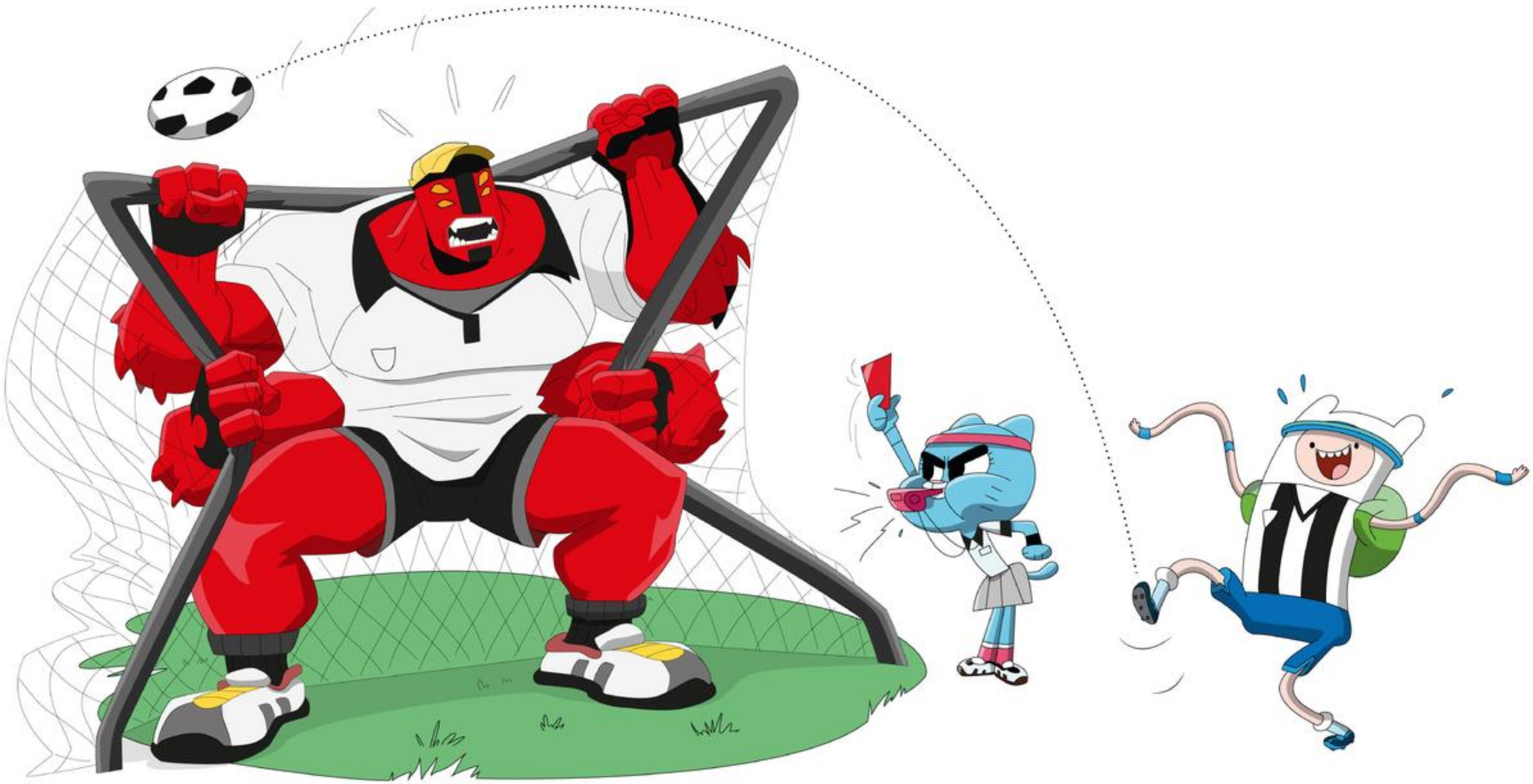
TOONIX ART

Ben 10



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CHARACTER ART

Ben 10 + Gumball & Adventuretime

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TOONIX ART

Ben 10

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